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## **The June issue of Business Solutions features an interview with David Ossip, CEO of Dayforce in Toronto, Canada.**

### **SaaS Can Reboot Your WFM Sales**

*Not only can Software-as-a-Service (SaaS) workforce management offer value for customers, it can drive deeper market penetration for VARs.*

By Gennifer Biggs

In the past few years, SaaS has generated a ton of interest throughout the IT industry in terms of the value proposition it offers to the channel's customers. Less has been written about the opportunity SaaS offers to independent software vendors (ISVs) and VARs themselves. Dayforce, an ISV and solutions provider wrapped into one, has found that a SaaS model workforce management (WFM) solution offers benefits to both customers and the IT providers providing a hosted solution.

Workforce management began to impact the business world more than a decade ago, but it came with a heavy price tag. Most workforce management solutions involved costly infrastructure investments to process and store the data generated, and for dispersed organizations, it was a pricey endeavor. While the cost of workforce management tools remained out of reach for all but the largest businesses, a distrust of SaaS delayed any migration toward that more convenient and cost-effective solution. With the recent advent of RIA (rich Internet apps) such as Microsoft Silvernet and Adobe Flash, the cost of WFM dropped as costly infrastructure became less necessary. System usability rose substantially because RIAs are better able to leverage client-side computing resources to deliver split-second page views and a more interactive user experience. Furthermore, the SaaS deployment mode began to gain traction, allowing SMBs to access enterprise-grade functionality without facing a prohibitively expensive hardware investment.

Today, SaaS-based solution sales in the workforce management market are gaining momentum as legacy management tools, usually traditional software-based solutions, reach their end of life. David Ossip, CEO of Dayforce, explains that the market, which totals about \$14 billion, has been forced to make changes in its approach to WFM as many traditional software vendors in the space have discontinued legacy products. "Customers are looking for something new, and often they want a solution that allows for monthly payments and is hosted in the cloud," explains Ossip. That is great news for Dayforce, which offers a proprietary workplace management solution built entirely in the cloud. After using that high-demand product to open doors, the solutions provide can layer on professional services, hardware, and more to create a fully integrated WFM solution.

To download the full article, visit [www.bsminfo.com](http://www.bsminfo.com).

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Accu-Time Systems, a subsidiary of Amano USA Holdings, Inc., is a global company headquartered in the United States with offices and channel partners in North America, Latin America, Europe, Africa, and the Middle East. The company designs and manufactures biometric and non-biometric workforce management (WFM) and human capital management (HCM) tools. ATS products are widely used for payroll, time and attendance, workforce management, and security access. The company provides solutions for nearly every industry with a product line that extends from simple entry-level time and attendance terminals to state-of-the-art programmable biometric employee kiosk systems.

For more information about Accu-Time Systems, Inc., and the entire line of ATS products, call (860) 870-5000, e-mail: [sales@accu-time.com](mailto:sales@accu-time.com) or visit the ATS website at [www.accu-time.com](http://www.accu-time.com).

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